

## ORDER



**Orders**  
**Order / Rev:** 724074 - 1  
**Alt Order #:** 06387753  
**Product Desc:** DSCC IE  
**Estimate:** 2157  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Great American Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** DSCC  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	50	\$57,250.00	\$48,662.50
10/29/12	10/29/12	8	\$5,950.00	\$5,057.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$57,250.00	\$48,662.50	0.00
November 2012	8	\$5,950.00	\$5,057.50	0.00
<b>Totals</b>	<b>58</b>	<b>\$63,200.00</b>	<b>\$53,720.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/23/12	10/29/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			5			\$500.00		0.00			
2	KPNX	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			3			\$1,400.00		0.00			
3	KPNX	10/23/12	10/29/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			5			\$500.00		0.00			
4	KPNX	10/23/12	10/29/12	M-F 11a-12p Today Show III	CM	11a-12p	-TWTF--	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
TODAY SHOW 3- cancelled 1x 10/29 for short pay tax on original order															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-TWTF--			4			\$300.00		0.00			
5	KPNX	10/23/12	10/29/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KPNX	10/23/12	10/29/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$300.00		0.00						
6	KPNX	10/23/12	10/29/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
12 NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$500.00		0.00						
7	KPNX	10/23/12	10/29/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$700.00		0.00						
8	KPNX	10/23/12	10/29/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	2	\$50.00	P-1	0.00	NM	2	\$100.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$50.00		0.00						
9	KPNX	10/23/12	10/29/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
12 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	3		\$1,000.00		0.00						
10	KPNX	10/23/12	10/29/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
12 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	3		\$1,500.00		0.00						
11	KPNX	10/23/12	10/29/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	4		\$1,000.00		0.00						
12	KPNX	10/23/12	10/29/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$600.00		0.00						
13	KPNX	10/27/12	10/27/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
12 NEWS SAT @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$700.00		0.00						
14	KPNX	10/27/12	10/27/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$500.00		0.00						
15	KPNX	10/27/12	10/27/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
THE FIRM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,500.00		0.00						
16	KPNX	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
SUNDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$500.00		0.00						
18	KPNX	10/23/12	10/29/12		CM	10-1035p	MTWTFSS	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12 News 10pm M-SU															
12 News 10 pm M-Su															
12 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTFSS					4	\$2,500.00		0.00			
19	KPNX	10/28/12	10/28/12	Local Prime Special	CM	9-10P	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
CONNECTING ARIZONA															
ANIMAL PRACTICE/GUYS WITH KIDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$3,500.00		0.00			
20	KPNX	10/28/12	10/28/12	NFL Regular Season Football	CM	Various	-----S	:30	1	\$14,300.00	P-1	0.00	NM	1	\$14,300.00
NFL Regular Season Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$14,300.00		0.00			
21	KPNX	10/24/12	10/26/12	M-F 6-7a	CM	6-7a	--WTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
12 News Today															
MG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					1	\$800.00		0.00			
22	KPNX	10/24/12	10/26/12	M-F Today Show 7-9a	CM	7-9a	--WTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
NBC Today Show															
MG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					1	\$1,000.00		0.00			
													Totals	58	\$63,200.00
*Tax 1 Note: Tax 0.5%.															

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